



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

July 16, 2021

Ms. Cynthia Ann Smith
Agent for Bull Run Scientific, VBT
c/o Conn & Smith, Inc
Post Office Box 110535
Naples, FL 34108

Subject: Non-PRIA (Pesticide Registration Improvement Act) Labeling Amendment – Edits to
“Directions for Use”; additional marketing statements; updated copyright year
Product Name: Bull Run Fly Attractant
EPA Registration Number: 84565-2
Application Date: 05/03/2021
OPP Submission Number: 1068893
OPP Case Number: 00299447

Dear Ms. Smith:

The amended labeling referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), as amended, is acceptable.

This approval does not affect any terms or conditions that were previously imposed on this registration. You continue to be subject to existing terms or conditions on your registration and any deadlines connected with them.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. You must submit one (1) copy of the final printed labeling before you release this product for shipment with the new labeling. In accordance with 40 CFR § 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. “To distribute or sell” is defined under FIFRA section 2(gg) and its implementing regulation at 40 CFR § 152.3.

Should you wish to add/retain a reference to your company’s website on your label, then please be aware that the website becomes labeling under FIFRA and is subject to review by the U.S. Environmental Protection Agency (EPA). If the website is false or misleading, the product will be considered to be misbranded and sale or distribution of the product is unlawful under FIFRA section 12(a)(1)(E). 40 CFR § 156.10(a)(5) lists examples of statements the EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product’s label, claims made on the website may not substantially differ from those claims approved through the registration

Page 2 of 2

EPA Reg. No. 84565-2

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process. Therefore, should the EPA find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA-approved registration, the website will be referred to the EPA's Office of Enforcement and Compliance Assurance.

Your release for shipment of this product constitutes acceptance of these terms. If these terms are not complied with, this registration will be subject to cancellation in accordance with FIFRA section 6.

If you have any questions, please contact Nina Naimy via email at naimy.nina@epa.gov.

Sincerely,



Andrew Bryceland, Team Leader
Biochemical Pesticides Branch
Biopesticides and Pollution
Prevention Division (7511P)
Office of Pesticide Programs

Bull Run Fly Attractant (EPA Reg. No. 84565-2)

May 3, 2021 Proposed Master Label Amendment - Changes IMPLEMENTED

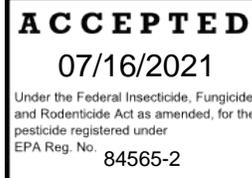
Based upon the April 30, 2021 EPA ACCEPTED label. Adds additional outdoor use statements. Updates the copyright year.

Makes minor amendments to the trap assembly directions. Deletes "Enhances your surroundings".

[] Denotes optional text. { } Denotes explanatory text for the reviewer.

Bull Run Fly Attractant

Master Label



| Summary of Alternate Brand Name Products | | | |
|--|---|--------------------------------|-------|
| Alternate Brand Name | Description | Attractant Net Weight (Ounces) | Pages |
| Disposable Bull Run Medium Fly Trap | The attractant is packaged inside the trap and is not accessible to the user. | 1.45 | 2-6 |
| Disposable Bull Run Large Fly Trap | The attractant is packaged inside the trap and is not accessible to the user. | 1.96 | 7-10 |
| Bull Run Small Fly Trap Attractant | Attractant for the Bull Run Small Fly Trap. Packaged inside the Bull Run Small Fly Trap and sold separately as a refill for the Bull Run Small Fly Trap. Packaged in a printed vapor barrier pouch. | 0.51 | 11-15 |
| Bull Run Medium Fly Trap Attractant | Attractant for the Bull Run Medium Fly Trap. Packaged inside the Bull Run Medium Fly Trap and sold separately as a refill for the Bull Run Medium Fly Trap. Packaged in a printed vapor barrier pouch. | 1.45 | 16-19 |
| Bull Run Large Fly Trap Attractant | Attractant for the Bull Run Large Fly Trap. Packaged inside the Bull Run Large Fly Trap and sold separately as a refill for the Bull Run Large Fly Trap. Packaged in a printed vapor barrier pouch. | 2.47 | 20-23 |
| Bull Run Fly Attractant | Attractant for the Bull Run [Small] [Medium] [Large] Fly Trap. Packaged inside the Bull Run [Small] [Medium] [Large] Fly Trap and sold separately as a refill. Packaged in a printed vapor barrier pouch. | Not Specified | 24-27 |
| Tubular Bull Run Fly Trap: • Pedestal • Insert | The attractant is packaged inside the trap insert and is not accessible to the user. Sold with decorative cover. | 0.51 | 28-36 |
| Tubular Bull Run Fly Trap Insert | The attractant is packaged inside the trap insert and is not accessible to the user. Refill. Sold without decorative cover. | 0.51 | 37-40 |

Bull Run Fly Attractant (EPA Reg. No. 84565-2)

May 3, 2021 Proposed Master Label Amendment - Changes IMPLEMENTED

Based upon the April 30, 2021 EPA ACCEPTED label. Adds additional outdoor use statements. Updates the copyright year.

Makes minor amendments to the trap assembly directions. Deletes "Enhances your surroundings".

[] Denotes optional text. { } Denotes explanatory text for the reviewer.

Labeling Text for Use on Disposable Bull Run Medium Fly Trap

{Front Panel, Disposable Bull Run Medium Fly Trap}

**Disposable
Bull Run
MEDIUM FLY TRAP**

| INGREDIENTS | |
|---------------------------------------|--------------|
| ACTIVE INGREDIENTS: | |
| Sucrose | 42.1% |
| Putrescent Whole Egg Solids | 18.0% |
| Yeast | 5.5% |
| Trimethylamine | 2.8% |
| Indole | 0.2% |
| OTHER INGREDIENTS | <u>31.4%</u> |
| TOTAL | 100.0% |

**Keep Out of Reach of Children
CAUTION**

NET CONTENTS: 1.45 oz

{Top Panel, Disposable Bull Run Medium Fly Trap}

Read instructions before opening.
Cut here on dotted line.

{Back Panel, Disposable Bull Run Medium Fly Trap}

----- Fill Line -----

{Optional text:}

GENERAL INFORMATION:

Provide the consumer with an easy, effective, economical and responsible way to control insect pests: That's the mission we set out to fulfill over 35 years ago.

This product is proven to trap the following species: House Fly, Lesser House Fly, Cluster Fly, Lance Fly, Secondary Screwworm Fly, Flesh Fly, False Stable Fly, Blow Flies and Bottle Flies.

DIRECTIONS FOR USE:

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

This is an outdoor [trap] [product]. Fill and use outdoors.

1. Cut plastic on top cap at dotted line.
2. Pull open and attach string or wire.
3. Add water to fill line on bag.
4. Hang trap outdoors near a fly source (garbage, compost pile, dog run, stable) to draw flies away from home entrances and outdoor living areas. Strong odor may occur if not placed in well-ventilated area.
5. Attractant pouch will dissolve and activate within 2-5 hours, creating an odor attractive to flies.
6. Replace trap when full, when contents dry out, or after 30 days - whichever comes first.
7. Close cap.
8. Deposit in trash for collection.
9. Wash hands with soap and water.

Helpful Hints: Weather conditions affect fly activity and trap effectiveness. In hotter temperatures, place traps in shade. In cooler temperatures, flies will be more active where it is warmer, so place traps in sun-exposed areas.

{Optional text:}

For more significant fly problems, look for larger capacity Bull Run Disposable and Reusable Fly Traps.

STORAGE AND DISPOSAL

Do not contaminate water, food or feed by storage or disposal.

STORAGE: Store in a cool, dry, well-ventilated location out of reach of pets and livestock.

DISPOSAL: Deposit in trash for collection. Wash hands with soap and water.

Bull Run Fly Attractant (EPA Reg. No. 84565-2)

May 3, 2021 Proposed Master Label Amendment - Changes IMPLEMENTED

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Makes minor amendments to the trap assembly directions. Deletes "Enhances your surroundings".

[] Denotes optional text. { } Denotes explanatory text for the reviewer.

1-800-XXX-XXXX

EPA Reg. No. 84565-2

MADE IN USA

EPA Est. No. _____

Bull Run Scientific, VBT

3900 Westerre Parkway, Suite 300

Richmond, VA 23233

{Optional text/graphics for inclusion on any panel (Disposable Bull Run Medium Fly Trap):}

- Model XXX
- Made in USA
- Non-toxic mode of action
- No killing agents - insects drown
- Effective and responsible
- Dissolves and activates in water
- Attractant dissolves and activates in water
- Add water - Subtract flies
- Just add water and hang
- Just add water and hang trap
- Easy to use - just add water
- Never touch bait or flies
- Sanitary; never touch the bait or flies
- Lets flies in, but not out
- Flies get in, but not out
- Naturally-occurring ingredients draw flies away from you
- Perfect for lawn, garden, camping and farm use
- Protect your outdoor living space from nuisance and filth flies
- Lure[s] flies away
- Catch[es] up to 20,000 flies
- Flies find it fast
- Complete with attractant
- Outdoor
- Outdoor use [trap]
- Need to catch flies indoors? Look for our TrapStik for Flies!

Established in _____, _____ offers traps and attractants for wasps, hornets, yellowjackets, flies, stink bugs, Japanese beetles and more. Look for these products at home improvement centers, hardware stores and lawn and garden retailers throughout the U.S. and beyond. For more information, visit our website at www._____.com.

www._____.com

[Facebook F icon] _____

[twitter bird icon]@_____

© 2021 _____

- Brand logo

Bull Run Fly Attractant (EPA Reg. No. 84565-2)

May 3, 2021 Proposed Master Label Amendment - Changes IMPLEMENTED

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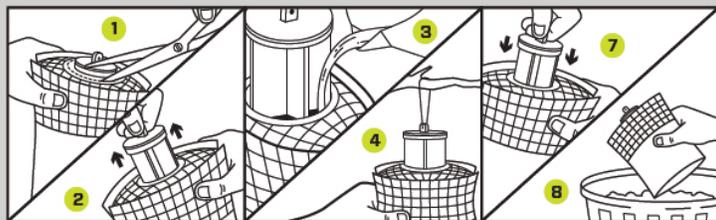
[] Denotes optional text. { } Denotes explanatory text for the reviewer.

{Optional graphics for inclusion on any panel (Disposable Bull Run Medium Fly Trap):}



{Optional graphics for inclusion in the Directions for Use (Disposable Bull Run Medium Fly Trap):}

This product is proven to catch the following species:
house fly, lesser house fly, cluster fly, lance fly, secondary screwworm fly, flesh fly, false stable fly, blow flies and bottle flies.



← **FILL LINE** Línea Indicadora →

Labeling Text for Use on Disposable Bull Run Large Fly Trap

{Front Panel, Disposable Bull Run Large Fly Trap}

**Disposable
Bull Run
LARGE FLY TRAP**

| INGREDIENTS | |
|---------------------------------------|--------------|
| ACTIVE INGREDIENTS: | |
| Sucrose | 42.1% |
| Putrescent Whole Egg Solids | 18.0% |
| Yeast | 5.5% |
| Trimethylamine | 2.8% |
| Indole | 0.2% |
| OTHER INGREDIENTS | <u>31.4%</u> |
| TOTAL | 100.0% |

**Keep Out of Reach of Children
CAUTION**

NET CONTENTS: 1.96 oz

{Top Panel, Disposable Bull Run Large Fly Trap}

Read instructions before opening.
Cut here on dotted line.

{Back Panel, Disposable Bull Run Large Fly Trap}

----- Fill Line -----

{Optional text:}

GENERAL INFORMATION:

Provide the consumer with an easy, effective, economical and responsible way to control insect pests: That's the mission we set out to fulfill over 35 years ago.

This product is proven to trap the following species: House Fly, Lesser House Fly, Cluster Fly, Lance Fly, Secondary Screwworm Fly, Flesh Fly, False Stable Fly, Blow Flies and Bottle Flies.

DIRECTIONS FOR USE:

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

This is an outdoor [trap] [product]. Fill and use outdoors.

1. Cut plastic on top cap at dotted line.
2. Pull open and attach string or wire.
3. Add water to fill line on bag.
4. Hang trap outdoors near a fly source (garbage, compost pile, dog run, stable) to draw flies away from home entrances and outdoor living areas. Strong odor may occur if not placed in well-ventilated area.
5. Attractant pouch will dissolve and activate within 2-5 hours, creating an odor attractive to flies.
6. Replace trap when full, when contents dry out, or after 30 days - whichever comes first.
7. Close cap.
8. Deposit in trash for collection.
9. Wash hands with soap and water.

Helpful Hints: Weather conditions affect fly activity and trap effectiveness. In hotter temperatures, place traps in shade. In cooler temperatures, flies will be more active where it is warmer, so place traps in sun-exposed areas.

STORAGE AND DISPOSAL

Do not contaminate water, food or feed by storage or disposal.

STORAGE: Store in a cool, dry, well-ventilated location out of reach of pets and livestock.

DISPOSAL: Deposit in trash for collection. Wash hands with soap and water.

1-800-XXX-XXXX

EPA Reg. No. 84565-2
EPA Est. No. _____

MADE IN USA
Bull Run Scientific, VBT
3900 Westerre Parkway, Suite 300
Richmond, VA 23233

{Optional text/graphics for inclusion on any panel (Disposable Bull Run Large Fly Trap):}

- Model XXX
- Made in USA
- Non-toxic mode of action
- No killing agents - insects drown
- Effective and responsible
- Dissolves and activates in water
- Attractant dissolves and activates in water
- Add water - Subtract flies
- Just add water and hang
- Just add water and hang trap
- Easy to use - just add water
- Never touch bait or flies
- Sanitary; never touch the bait or flies
- No-mess disposal
- Lets flies in, but not out
- Flies get in, but not out
- Naturally-occurring ingredients draw flies away from you
- Perfect for lawn, garden, camping and farm use
- Protect your outdoor living space from nuisance and filth flies
- Lure[s] flies away
- Flies find it fast
- Designed for areas with heavy fly concentration
- Catch[es] up to 40,000 flies
- Complete with attractant
- Outdoor
- Outdoor use [trap]
- Need to catch flies indoors? Look for our TrapStik for Flies!

Established in _____, _____ offers traps and attractants for wasps, hornets, yellowjackets, flies, stink bugs, Japanese beetles and more. Look for these products at home improvement centers, hardware stores and lawn and garden retailers throughout the U.S. and beyond. For more information, visit our website at www._____.com.

www._____.com

[Facebook F icon] _____

[twitter bird icon]@_____

© 2021 _____

- Brand logo

Bull Run Fly Attractant (EPA Reg. No. 84565-2)

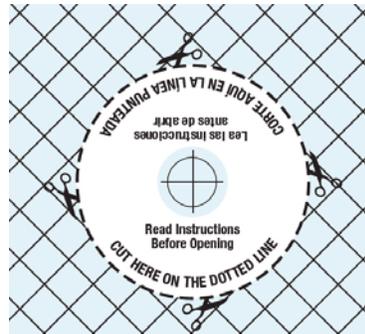
May 3, 2021 Proposed Master Label Amendment - Changes IMPLEMENTED

Based upon the April 30, 2021 EPA ACCEPTED label. Adds additional outdoor use statements. Updates the copyright year.

Makes minor amendments to the trap assembly directions. Deletes "Enhances your surroundings".

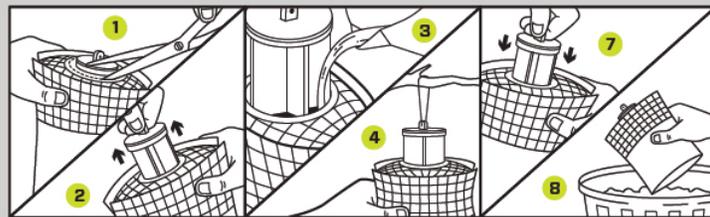
[] Denotes optional text. { } Denotes explanatory text for the reviewer.

{Optional graphics for inclusion on any panel (Disposable Bull Run Large Fly Trap):}



{Optional graphics for inclusion in the Directions for Use (Disposable Bull Run Large Fly Trap):}

This product is proven to catch the following species:
house fly, lesser house fly, cluster fly, lance fly, secondary screwworm fly, flesh fly, false stable fly, blow flies and bottle flies.



← **FILL LINE Línea Indicadora** →

Bull Run Fly Attractant (EPA Reg. No. 84565-2)

May 3, 2021 Proposed Master Label Amendment - Changes IMPLEMENTED

Based upon the April 30, 2021 EPA ACCEPTED label. Adds additional outdoor use statements. Updates the copyright year.

Makes minor amendments to the trap assembly directions. Deletes "Enhances your surroundings".

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Labeling Text for Use on Bull Run Small Fly Trap Attractant

{Front Panel, Bull Run Small Fly Trap Attractant}

**Bull Run
SMALL FLY TRAP ATTRACTANT**

| INGREDIENTS | |
|---------------------------------------|--------------|
| ACTIVE INGREDIENTS: | |
| Sucrose | 42.1% |
| Putrescent Whole Egg Solids | 18.0% |
| Yeast | 5.5% |
| Trimethylamine | 2.8% |
| Indole | 0.2% |
| OTHER INGREDIENTS | <u>31.4%</u> |
| TOTAL | 100.0% |

**Keep Out of Reach of Children
CAUTION**

**NET CONTENTS: 0.51 oz
1 Packet**

{Back Panel, Bull Run Small Fly Trap Attractant}

*{Optional text:}***GENERAL INFORMATION:**

Provide the consumer with an easy, effective, economical and responsible way to control insect pests: That's the mission we set out to fulfill over 35 years ago.

This product is proven to trap the following species: House Fly, Lesser House Fly, Cluster Fly, Lance Fly, Secondary Screwworm Fly, Flesh Fly, False Stable Fly, Blow Flies and Bottle Flies.

DIRECTIONS FOR USE:

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

This is an outdoor [trap] [product]. Fill and use outdoors.

{Optional text:}

This product is proven to catch the following species: House Fly, Lesser House Fly, Cluster Fly, Lance Fly, Secondary Screwworm Fly, Flesh Fly, False Stable Fly, Blow Flies and Bottle Flies.

1. Tear open pouch at tabs and drop inner packet into trap.
2. Add water to fill line.
3. While holding lid in both hands, press up on the cone until the top piece snaps in place, creating an entrance for flies.
4. Replace lid securely.
5. Hang or place trap outdoors near a fly source.
6. Wash hands with soap and water.
7. Empty trap and rebait with a new Bull Run Small Fly [Trap] [Attractant] [Refill] when trap dries out or becomes full, or after 30 days - whichever comes first.

{Optional text:}

Helpful Hints: Weather conditions affect fly activity and trap effectiveness. In hotter temperatures, place traps in shade. In cooler temperatures, flies will be more active where it is warmer, so place traps in sun-exposed areas.

STORAGE AND DISPOSAL

Do not contaminate water, food or feed by storage or disposal.

STORAGE: Store in a cool, dry, well-ventilated location out of reach of pets and livestock.

DISPOSAL: Deposit in trash for collection. Wash hands with soap and water.

Bull Run Fly Attractant (EPA Reg. No. 84565-2)

May 3, 2021 Proposed Master Label Amendment - Changes IMPLEMENTED

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Makes minor amendments to the trap assembly directions. Deletes "Enhances your surroundings".

[] Denotes optional text. { } Denotes explanatory text for the reviewer.

1-800-XXX-XXXX

EPA Reg. No. 84565-2

Made in USA

EPA Est. No. _____

Bull Run Scientific, VBT

3900 Westerre Parkway, Suite 300

Richmond, VA 23233

{Optional text/graphics for inclusion on any panel (Bull Run Small Fly Trap Attractant):}

- Model XXX
- Made in USA
- Non-toxic mode of action
- No killing agents - insects drown
- Effective and responsible
- Dissolves and activates in water
- Attractant dissolves and activates in water
- Add water - Subtract flies
- Just add water and hang
- Just add water and hang trap
- Easy to use - just add water
- Never touch bait or flies
- Sanitary; never touch the bait or flies
- Lets flies in, but not out
- Flies get in, but not out
- Naturally-occurring ingredients draw flies away from you
- Perfect for lawn, garden, camping and farm use
- Protect your outdoor living space from nuisance and filth flies
- Lure[s] flies away
- Flies find it fast
- For the Bull Run Small Reusable Fly Trap
- For use with the Bull Run Small Reusable Fly Trap
- Outdoor
- Outdoor use [trap]
- Need to catch flies indoors? Look for our TrapStik for Flies!

Established in _____, _____ offers traps and attractants for wasps, hornets, yellowjackets, flies, stink bugs, Japanese beetles and more. Look for these products at home improvement centers, hardware stores and lawn and garden retailers throughout the U.S. and beyond. For more information, visit our website at www._____.com.

www._____.com

[Facebook F icon] _____

[twitter bird icon]@_____

© 2021 _____

- Brand logo

Bull Run Fly Attractant (EPA Reg. No. 84565-2)

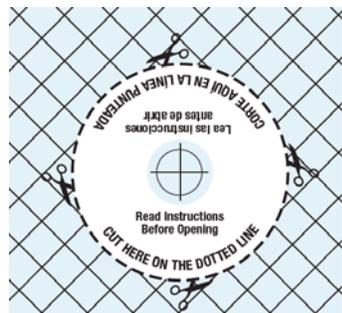
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Makes minor amendments to the trap assembly directions. Deletes "Enhances your surroundings".

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{Optional graphics for inclusion on any panel (Bull Run Small Fly Trap Attractant):}



Bull Run Fly Attractant (EPA Reg. No. 84565-2)

May 3, 2021 Proposed Master Label Amendment - Changes IMPLEMENTED

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Makes minor amendments to the trap assembly directions. Deletes "Enhances your surroundings".

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Labeling Text for Use on Bull Run Medium Fly Trap Attractant

{Front Panel, Bull Run Medium Fly Trap Attractant}

**Bull Run
MEDIUM FLY TRAP ATTRACTANT**

| INGREDIENTS | |
|---------------------------------------|--------------|
| ACTIVE INGREDIENTS: | |
| Sucrose | 42.1% |
| Putrescent Whole Egg Solids | 18.0% |
| Yeast | 5.5% |
| Trimethylamine | 2.8% |
| Indole | 0.2% |
| OTHER INGREDIENTS | <u>31.4%</u> |
| TOTAL | 100.0% |

**Keep Out of Reach of Children
CAUTION**

**NET CONTENTS: 1.45 oz
1 packet**

Bull Run Fly Attractant (EPA Reg. No. 84565-2)

May 3, 2021 Proposed Master Label Amendment - Changes IMPLEMENTED

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Makes minor amendments to the trap assembly directions. Deletes "Enhances your surroundings".

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{Back Panel, Bull Run Medium Fly Trap Attractant}

*{Optional text:}***GENERAL INFORMATION:**

Provide the consumer with an easy, effective, economical and responsible way to control insect pests: That's the mission we set out to fulfill over 35 years ago.

This product is proven to trap the following species: House Fly, Lesser House Fly, Cluster Fly, Lance Fly, Secondary Screwworm Fly, Flesh Fly, False Stable Fly, Blow Flies and Bottle Flies.

DIRECTIONS FOR USE:

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

This is an outdoor [trap] [product]. Fill and use outdoors.

1. Tear open pouch at tabs and drop inner packet into trap.
2. Add water to fill line.
3. While holding lid in both hands, press up on the cone until the top piece snaps in place, creating the entrance for flies.
4. Replace lid securely.
5. Hang or place trap outdoors near a fly source.
6. Wash hands with soap and water.
7. Empty trap and rebait with a new Bull Run Medium Fly [Trap] [Attractant] [Refill] when trap dries out or becomes full, or after 30 days - whichever comes first.

{Optional text:}

Helpful Hints: Weather conditions affect fly activity and trap effectiveness. In hotter temperatures, place traps in shade. In cooler temperatures, flies will be more active where it is warmer, so place traps in sun-exposed areas.

STORAGE AND DISPOSAL

Do not contaminate water, food or feed by storage or disposal.

STORAGE: Store in a cool, dry, well-ventilated location out of reach of pets and livestock.

DISPOSAL: Deposit in trash for collection. Wash hands with soap and water.

1-800-XXX-XXXX

EPA Reg. No. 84565-2

EPA Est. No. _____

Made in USA

Bull Run Scientific, VBT

3900 Westerre Parkway, Suite 300

Richmond, VA 23233

{Optional text/graphics for inclusion on any panel (Bull Run Medium Fly Trap Attractant):}

- Model XXX
- Made in USA
- Non-toxic mode of action
- No killing agents - insects drown
- Effective and responsible
- Dissolves and activates in water
- Attractant dissolves and activates in water
- Add water - Subtract flies
- Just add water and hang
- Just add water and hang trap
- Easy to use - just add water
- Never touch bait or flies
- Sanitary; never touch the bait or flies
- Lets flies in, but not out
- Flies get in, but not out
- Naturally-occurring ingredients draw flies away from you
- Perfect for lawn, garden, camping and farm use
- Protect your outdoor living space from nuisance and filth flies
- Lure[s] flies away
- Flies find it fast
- For Bull Run Medium Fly Trap
- For use with the Bull Run Medium Fly Trap
- Outdoor
- Outdoor use [trap]
- Need to catch flies indoors? Look for our TrapStik for Flies!

Established in _____, _____ offers traps and attractants for wasps, hornets, yellowjackets, flies, stink bugs, Japanese beetles and more. Look for these products at home improvement centers, hardware stores and lawn and garden retailers throughout the U.S. and beyond. For more information, visit our website at www._____.com.

www._____.com

[Facebook F icon] _____

[twitter bird icon]@_____

© 2021 _____

- Brand logo

Bull Run Fly Attractant (EPA Reg. No. 84565-2)

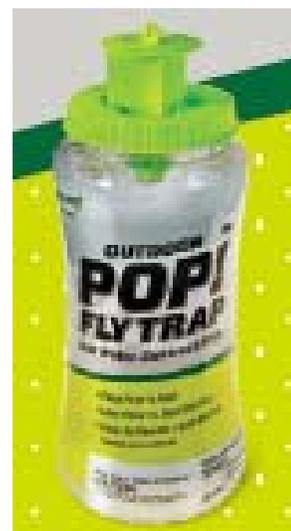
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Makes minor amendments to the trap assembly directions. Deletes "Enhances your surroundings".

[] Denotes optional text. { } Denotes explanatory text for the reviewer.

{Optional graphics for inclusion on any panel (Bull Run Medium Fly Trap Attractant):}



Bull Run Fly Attractant (EPA Reg. No. 84565-2)

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Labeling Text for Use on Bull Run Large Fly Trap Attractant

{Front Panel, Bull Run Large Fly Trap Attractant}

**Bull Run
LARGE FLY TRAP ATTRACTANT**

| INGREDIENTS | |
|---------------------------------------|--------------|
| ACTIVE INGREDIENTS: | |
| Sucrose | 42.1% |
| Putrescent Whole Egg Solids | 18.0% |
| Yeast | 5.5% |
| Trimethylamine | 2.8% |
| Indole | 0.2% |
| OTHER INGREDIENTS | <u>31.4%</u> |
| TOTAL | 100.0% |

**Keep Out of Reach of Children
CAUTION**

NET CONTENTS: 2.47 oz

{Back Panel, Bull Run Large Fly Trap Attractant}

*{Optional text:}***GENERAL INFORMATION:**

Provide the consumer with an easy, effective, economical and responsible way to control insect pests: That's the mission we set out to fulfill over 35 years ago.

This product is proven to trap the following species: House Fly, Lesser House Fly, Cluster Fly, Lance Fly, Secondary Screwworm Fly, Flesh Fly, False Stable Fly, Blow Flies and Bottle Flies.

DIRECTIONS FOR USE:

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

This is an outdoor [trap] [product]. Fill and use outdoors.

{Optional text:}

This product is proven to catch the following species: House Fly, Lesser House Fly, Cluster Fly, Lance Fly, Secondary Screwworm Fly, Flesh Fly, False Stable Fly, Blow Flies and Bottle Flies.

1. Tear open pouch at tabs and drop inner packet into trap.
2. Add water to fill line.
3. Replace lid securely.
4. Pull up top cap until it snaps in place, creating the entrance for flies.
5. Hang or place trap outdoors near a fly source or livestock area.
6. Wash hands with soap and water.
7. Empty trap and rebait with a new Bull Run Large Fly [Trap] [Attractant] [Refill] when trap dries out or becomes full, or after 30 days - whichever comes first.

{Optional text:}

Helpful Hints: Weather conditions affect fly activity and trap effectiveness. In hotter temperatures, place traps in shade. In cooler temperatures, flies will be more active where it is warmer, so place traps in sun-exposed areas.

STORAGE AND DISPOSAL

Do not contaminate water, food or feed by storage or disposal.

STORAGE: Store in a cool, dry, well-ventilated location out of reach of pets and livestock.

DISPOSAL: Deposit in trash for collection. Wash hands with soap and water.

1-800-XXX-XXXX

EPA Reg. No. 84565-2

EPA Est. No. _____

Made in USA

Bull Run Scientific, VBT
3900 Westerre Parkway, Suite 300
Richmond, VA 23233

{Optional text/graphics for inclusion on any panel (Bull Run Large Fly Trap Attractant):}

- Model XXX
- Made in USA
- Non-toxic mode of action
- No killing agents - insects drown
- Effective and responsible
- Dissolves and activates in water
- Attractant dissolves and activates in water
- Add water - Subtract flies
- Just add water and hang
- Just add water and hang trap
- Easy to use - just add water
- Never touch bait or flies
- Sanitary; never touch the bait or flies
- Lets flies in, but not out
- Flies get in, but not out
- Naturally-occurring ingredients draw flies away from you
- Perfect for lawn, garden, camping and farm use
- Protect your outdoor living space from nuisance and filth flies
- Lure[s] flies away
- Flies find it fast
- Outdoor
- Outdoor use [attractant]
- Need to catch flies indoors? Look for our TrapStik for Flies!

Established in _____, _____ offers traps and attractants for wasps, hornets, yellowjackets, flies, stink bugs, Japanese beetles and more. Look for these products at home improvement centers, hardware stores and lawn and garden retailers throughout the U.S. and beyond. For more information, visit our website at www._____.com.

www._____.com

[Facebook F icon] _____

[twitter bird icon]@_____

© 2021 _____

- Brand logo

Bull Run Fly Attractant (EPA Reg. No. 84565-2)

May 3, 2021 Proposed Master Label Amendment - Changes IMPLEMENTED

Based upon the April 30, 2021 EPA ACCEPTED label. Adds additional outdoor use statements. Updates the copyright year.

Makes minor amendments to the trap assembly directions. Deletes "Enhances your surroundings".

[] Denotes optional text. { } Denotes explanatory text for the reviewer.

{Optional graphics for inclusion on any panel (Bull Run Large Fly Trap Attractant):}



Bull Run Fly Attractant (EPA Reg. No. 84565-2)

May 3, 2021 Proposed Master Label Amendment - Changes IMPLEMENTED

Based upon the April 30, 2021 EPA ACCEPTED label. Adds additional outdoor use statements. Updates the copyright year.

Makes minor amendments to the trap assembly directions. Deletes "Enhances your surroundings".

[] Denotes optional text. { } Denotes explanatory text for the reviewer.

Labeling Text for Use on Bull Run Fly Attractant and Alternate Brand Name Products

{Front Panel, Bull Run Fly Attractant}

**Bull Run
FLY ATTRACTANT**

| INGREDIENTS | |
|---------------------------------------|--------------|
| ACTIVE INGREDIENTS: | |
| Sucrose | 42.1% |
| Putrescent Whole Egg Solids | 18.0% |
| Yeast | 5.5% |
| Trimethylamine | 2.8% |
| Indole | 0.2% |
| OTHER INGREDIENTS | <u>31.4%</u> |
| TOTAL | 100.0% |

**Keep Out of Reach of Children
CAUTION**

NET CONTENTS: ___ oz
 ___ Packet(s)

Bull Run Fly Attractant (EPA Reg. No. 84565-2)

May 3, 2021 Proposed Master Label Amendment - Changes IMPLEMENTED

Based upon the April 30, 2021 EPA ACCEPTED label. Adds additional outdoor use statements. Updates the copyright year.

Makes minor amendments to the trap assembly directions. Deletes "Enhances your surroundings".

[] Denotes optional text. { } Denotes explanatory text for the reviewer.

{Back Panel, Bull Run Fly Attractant}

*{Optional text:}***GENERAL INFORMATION:**

Provide the consumer with an easy, effective, economical and responsible way to control insect pests: That's the mission we set out to fulfill over 35 years ago.

This product is proven to trap the following species: House Fly, Lesser House Fly, Cluster Fly, Lance Fly, Secondary Screwworm Fly, Flesh Fly, False Stable Fly, Blow Flies and Bottle Flies.

DIRECTIONS FOR USE:

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

This is an outdoor [trap] [product]. Fill and use outdoors.

{Optional text:}

This product is proven to catch the following species: House Fly, Lesser House Fly, Cluster Fly, Lance Fly, Secondary Screwworm Fly, Flesh Fly, False Stable Fly, Blow Flies and Bottle Flies.

1. Tear open pouch at tabs and drop inner packet into trap.
2. Add water to fill line.
3. Replace lid securely.
4. Pull up on top cap until it snaps in place, creating the entrance for flies.
5. Hang or place trap outdoors near a fly source.
6. Wash hands with soap and water.
7. For reusable traps, empty trap and rebait with new Bull Run Fly [Trap] [Attractant] [Refill] when trap dries out or becomes full, or after 30 days - whichever comes first.

{Optional text:}

Helpful Hints: Weather conditions affect fly activity and trap effectiveness. In hotter temperatures, place traps in shade. In cooler temperatures, flies will be more active where it is warmer, so place traps in sun-exposed areas.

STORAGE AND DISPOSAL

Do not contaminate water, food or feed by storage or disposal.

STORAGE: Store in a cool, dry, well-ventilated location out of reach of pets and livestock.

DISPOSAL: Deposit in trash for collection. Wash hands with soap and water.

1-800-XXX-XXXX

EPA Reg. No. 84565-2

EPA Est. No. _____

Made in USA

Bull Run Scientific, VBT

3900 Westerre Parkway, Suite 300

Richmond, VA 23233

Bull Run Fly Attractant (EPA Reg. No. 84565-2)

May 3, 2021 Proposed Master Label Amendment - Changes IMPLEMENTED

Based upon the April 30, 2021 EPA ACCEPTED label. Adds additional outdoor use statements. Updates the copyright year.

Makes minor amendments to the trap assembly directions. Deletes "Enhances your surroundings".

[] Denotes optional text. { } Denotes explanatory text for the reviewer.

{Optional text/graphics for inclusion on any panel (Bull Run Fly Attractant):}

- Model XXX
- Made in USA
- Non-toxic mode of action
- No killing agents - insects drown
- Effective and responsible
- Dissolves and activates in water
- Attractant dissolves and activates in water
- Add water - Subtract flies
- Just add water and hang
- Just add water and hang trap
- Easy to use - just add water
- Never touch bait or flies
- Sanitary; never touch the bait or flies
- Lets flies in, but not out
- Flies get in, but not out
- Naturally-occurring ingredients draw flies away from you
- Perfect for lawn, garden, camping and farm use
- Protect your outdoor living space from nuisance and filth flies
- Lure[s] flies away
- Flies find it fast
- Outdoor
- Outdoor use [attractant]
- Need to catch flies indoors? Look for our TrapStik for Flies!

Established in _____, _____ offers traps and attractants for wasps, hornets, yellowjackets, flies, stink bugs, Japanese beetles and more. Look for these products at home improvement centers, hardware stores and lawn and garden retailers throughout the U.S. and beyond. For more information, visit our website at www._____.com.

www._____.com

[Facebook F icon] _____

[twitter bird icon]@_____

© 2021 _____

- Brand logo

Bull Run Fly Attractant (EPA Reg. No. 84565-2)

May 3, 2021 Proposed Master Label Amendment - Changes IMPLEMENTED

Based upon the April 30, 2021 EPA ACCEPTED label. Adds additional outdoor use statements. Updates the copyright year.

Makes minor amendments to the trap assembly directions. Deletes "Enhances your surroundings".

[] Denotes optional text. { } Denotes explanatory text for the reviewer.

{Optional graphics for inclusion on any panel (Bull Run Fly Attractant):}



Bull Run Fly Attractant (EPA Reg. No. 84565-2)

May 3, 2021 Proposed Master Label Amendment - Changes IMPLEMENTED

Based upon the April 30, 2021 EPA ACCEPTED label. Adds additional outdoor use statements. Updates the copyright year.

Makes minor amendments to the trap assembly directions. Deletes "Enhances your surroundings".

[] Denotes optional text. { } Denotes explanatory text for the reviewer.

Labeling Text for Tubular Bull Run Fly Trap Pedestal

{Pedestal Front Panel}

Tubular Bull Run Fly Trap

| INGREDIENTS | |
|---------------------------------------|---------------|
| ACTIVE INGREDIENTS: | |
| Sucrose | 42.1% |
| Putrescent Whole Egg Solids | 18.0% |
| Yeast | 5.5% |
| Trimethylamine | 2.8% |
| Indole | 0.2% |
| OTHER INGREDIENTS | 31.4% |
| TOTAL | 100.0% |

**Keep Out of Reach of Children
CAUTION**

NET CONTENTS: 0.51 oz

Bull Run Scientific, VBT

{Pedestal Left Panel}

Provide the consumer with an easy, effective, economical and responsible way to control insect pests: That’s the mission we set out to fulfill over 35 years ago. With the Tubular Trap, we’ve added another objective: Make it decorative, for the discerning customer who wants to beautify the outdoor landscape.

Bull Run Fly Attractant (EPA Reg. No. 84565-2)

May 3, 2021 Proposed Master Label Amendment - Changes IMPLEMENTED

Based upon the April 30, 2021 EPA ACCEPTED label. Adds additional outdoor use statements. Updates the copyright year.

Makes minor amendments to the trap assembly directions. Deletes "Enhances your surroundings".

[] Denotes optional text. { } Denotes explanatory text for the reviewer.

{Pedestal Back Panel}

Bull Run Scientific, VBT

3900 Westerre Parkway, Suite 300

Richmond, VA 23233

1-800-____-____

EPA Reg. No. 84565-2

EPA Est. No. _____

{Optional text/graphics for inclusion on any panel (Tubular Bull Run Fly Trap):}

- Model XXX
- Made in USA

- Non-toxic mode of action
- No killing agents - insects drown
- Effective and responsible

- Dissolves and activates in water
- Attractant dissolves and activates in water
- Add water - Subtract flies
- Just add water and hang
- Just add water and hang trap
- Easy to use - just add water

- Never touch bait or flies
- Sanitary; never touch the bait or flies

- Lets flies in, but not out
- Flies get in, but not out
- Naturally-occurring ingredients draw flies away from you
- Perfect for lawn, garden, camping and farm use
- Protect your outdoor living space from nuisance and filth flies
- Lure[s] flies away

- Flies find it fast

- Complete with attractant

- Comes with one Fly Trap Insert
- Decorative cover is reusable with either Yellowjacket Trap or Fly Trap Inserts
- Decorative cover is reusable with either Yellowjacket or Fly Trap Inserts
- Reusable with either Yellowjacket Trap or Fly Trap Inserts
- Reusable with either Yellowjacket or Fly Trap Inserts

- Outdoor
- Outdoor use [attractant]
- Need to catch flies indoors? Look for our TrapStik for Flies!

Established in _____, _____ offers traps and attractants for wasps, hornets, yellowjackets, flies, stink bugs, Japanese beetles and more. Look for these products at home improvement centers, hardware stores and lawn and garden retailers throughout the U.S. and beyond. For more information, visit our website at www._____.com.

www._____.com

[Facebook F icon] _____

[twitter bird icon]@_____

© 2019 _____

Bull Run Fly Attractant (EPA Reg. No. 84565-2)

May 3, 2021 Proposed Master Label Amendment - Changes IMPLEMENTED

Based upon the April 30, 2021 EPA ACCEPTED label. Adds additional outdoor use statements. Updates the copyright year.

Makes minor amendments to the trap assembly directions. Deletes "Enhances your surroundings".

[] Denotes optional text. { } Denotes explanatory text for the reviewer.

{Optional graphics for inclusion on any panel (Tubular Bull Run Fly Trap):}



Bull Run Fly Attractant (EPA Reg. No. 84565-2)

May 3, 2021 Proposed Master Label Amendment - Changes IMPLEMENTED

Based upon the April 30, 2021 EPA ACCEPTED label. Adds additional outdoor use statements. Updates the copyright year.

Makes minor amendments to the trap assembly directions. Deletes "Enhances your surroundings".

[] Denotes optional text. { } Denotes explanatory text for the reviewer.

Labeling for Tubular Bull Run Fly Trap Insert
 (Label text is printed directly on a plastic pouch that contains the trap insert)
 (Packaged with trap; contains attractant)

Tubular Bull Run Fly Trap Insert

For use in the Tubular Bull Run Fly Trap from _____

| INGREDIENTS | |
|--------------------------------------|---------------|
| ACTIVE INGREDIENTS: | |
| Sucrose | 42.1% |
| Putrescent Whole Egg Solids. | 18.0% |
| Yeast | 5.5% |
| Trimethylamine | 2.8% |
| Indole | 0.2% |
| OTHER INGREDIENTS. | <u>31.4%</u> |
| TOTAL | 100.0% |

Keep Out of Reach of Children
CAUTION

NET CONTENTS: 0.51 oz

Bull Run Scientific, VBT

Tubular Bull Run Fly Trap Insert

{Optional text:}

GENERAL INFORMATION:

Provide the consumer with an easy, effective, economical and responsible way to control insect pests: That's the mission we set out to fulfill over 35 years ago. With the Tubular Trap, we've added another objective: Make it decorative, for the discerning customer who wants to beautify the outdoor landscape.

This product is proven to trap the following species: House Fly, Lesser House Fly, Cluster Fly, Lance Fly, Secondary Screwworm Fly, Flesh Fly, False Stable Fly, Blow Flies and Bottle Flies.

DIRECTIONS FOR USE:

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

This is an outdoor [trap] [product]. Fill and use outdoors.

1. Tear open pouch and remove Trap Insert.
2. Straighten bag and make sure attractant is at the bottom.
3. Pull up on center tab of top cap until it snaps in place.
4. Place Trap Insert, bag first, into threaded end of decorative cover. Screw top cap in place.
5. Fill trap outdoors using warm water. Add 1 cup water to "dissolve" line and wait five minutes for attractant packet to dissolve. Then add 3/4 cup more water to the "activate" line.
6. Hang trap outdoors at least 20 feet from home entrances and outdoor living areas. Trap emits a strong odor attractive to flies, and works best when placed at a distance drawing flies away from human activity.
7. Replace Trap Insert with Tubular Bull Run Fly Trap Insert when full, when contents dry out, or after two weeks – whichever comes first.

{Optional text:}

Helpful Hints: Weather conditions affect fly activity and trap effectiveness. In hotter temperatures, place traps in shade. In cooler temperatures, flies will be more active where it is warmer, so place traps in sun-exposed areas.

STORAGE AND DISPOSAL

Do not contaminate water, food or feed by storage or disposal.

STORAGE: Store in a cool, dry, well-ventilated location out of reach of children and pets.

DISPOSAL: Push down on top cap to close trap, unscrew from decorative cover, and deposit in trash for collection. Wash hands with soap and water.

Bull Run Fly Attractant (EPA Reg. No. 84565-2)

May 3, 2021 Proposed Master Label Amendment - Changes IMPLEMENTED

Based upon the April 30, 2021 EPA ACCEPTED label. Adds additional outdoor use statements. Updates the copyright year.

Makes minor amendments to the trap assembly directions. Deletes "Enhances your surroundings".

[] Denotes optional text. { } Denotes explanatory text for the reviewer.

3900 Westerre Parkway, Suite 300

Richmond, VA 23233

1-800-____-____

EPA Reg. No. 84565-2

EPA Est. No. _____

{Optional text/graphics for inclusion on any panel (Tubular Bull Run Fly Trap Insert):}

- Model XXX
- Made in USA
- Non-toxic mode of action
- No killing agents - insects drown
- Effective and responsible
- Dissolves and activates in water
- Attractant dissolves and activates in water
- Add water - Subtract flies
- Just add water and hang
- Just add water and hang trap
- Easy to use - just add water
- Never touch bait or flies
- Sanitary; never touch the bait or flies
- Lets flies in, but not out
- Flies get in, but not out
- Naturally-occurring ingredients draw flies away from you
- Perfect for lawn, garden, camping and farm use
- Protect your outdoor living space from nuisance and filth flies
- Lure[s] flies away
- Flies find it fast
- Comes with one Fly Trap Insert
- Outdoor
- Outdoor use [attractant]
- Need to catch flies indoors? Look for our TrapStik for Flies!

Established in _____, _____ offers traps and attractants for wasps, hornets, yellowjackets, flies, stink bugs, Japanese beetles and more. Look for these products at home improvement centers, hardware stores and lawn and garden retailers throughout the U.S. and beyond. For more information, visit our website at www._____.com.

www._____.com

[Facebook F icon] _____

[twitter bird icon]@_____

© 2021 _____

- Brand logo

Bull Run Fly Attractant (EPA Reg. No. 84565-2)

May 3, 2021 Proposed Master Label Amendment - Changes IMPLEMENTED

Based upon the April 30, 2021 EPA ACCEPTED label. Adds additional outdoor use statements. Updates the copyright year.

Makes minor amendments to the trap assembly directions. Deletes "Enhances your surroundings".

[] Denotes optional text. { } Denotes explanatory text for the reviewer.

{Optional graphics for inclusion on any panel (Tubular Bull Run Fly Trap Insert):}



Labeling Text for Tubular Bull Run Fly Trap Insert
 (Label text is printed directly on a plastic pouch that contains the trap insert)
 (Trap refill with attractant)

Tubular Bull Run Fly Trap Insert

For use in the Tubular Bull Run Fly Trap from _____

| INGREDIENTS | |
|--------------------------------------|---------------|
| ACTIVE INGREDIENTS: | |
| Sucrose | 42.1% |
| Putrescent Whole Egg Solids. | 18.0% |
| Yeast | 5.5% |
| Trimethylamine | 2.8% |
| Indole | 0.2% |
| OTHER INGREDIENTS. | <u>31.4%</u> |
| TOTAL | <u>100.0%</u> |

Keep Out of Reach of Children
CAUTION

NET CONTENTS: 0.51 oz

Bull Run Scientific, VBT

{Optional text:}

GENERAL INFORMATION:
 Provide the consumer with an easy, effective, economical and responsible way to control insect pests: That’s the mission we set out to fulfill over 35 years ago. With the Tubular Trap, we’ve added another objective: Make it decorative, for the discerning customer who wants to beautify the outdoor landscape.

This product is proven to trap the following species: House Fly, Lesser House Fly, Cluster Fly, Lance Fly, Secondary Screwworm Fly, Flesh Fly, False Stable Fly, Blow Flies and Bottle Flies.

DIRECTIONS FOR USE:

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

This is an outdoor [trap] [product]. Fill and use outdoors.

1. Tear open pouch and remove Trap Insert.
2. Straighten bag and make sure attractant is at the bottom.
3. Pull up on center tab of top cap until it snaps in place.
4. Place Trap Insert, bag first, into threaded end of decorative cover. Screw top cap in place.
5. Fill trap outdoors using warm water. Add 1 cup water to "dissolve" line and wait five minutes for attractant packet to dissolve. Then add 3/4 cup more water to the "activate" line.
6. Hang trap outdoors at least 20 feet from home entrances and outdoor living areas. Trap emits a strong odor attractive to flies, and works best when placed at a distance drawing flies away from human activity.
7. Replace Trap Insert when full, when contents dry out, or after two weeks – whichever comes first.

{Optional text:}

Helpful Hints: Weather conditions affect fly activity and trap effectiveness. In hotter temperatures, place traps in shade. In cooler temperatures, flies will be more active where it is warmer, so place traps in sun-exposed areas.

STORAGE AND DISPOSAL

Do not contaminate water, food or feed by storage or disposal.

STORAGE: Store in a cool, dry, well-ventilated location out of reach of children and pets.

DISPOSAL: Push down on top cap to close trap, unscrew from decorative cover, and deposit in trash for collection. Wash hands with soap and water.

Bull Run Scientific, VBT

3900 Westerre Parkway, Suite 300

Richmond, VA 23233

1-800-____-____

EPA Reg. No. 84565-2

EPA Est. No. _____

{Optional text/graphics for inclusion on any panel (Tubular Bull Run Fly Trap Insert):}

- Model XXX
- Made in USA
- Non-toxic mode of action
- No killing agents - insects drown
- Effective and responsible
- Dissolves and activates in water
- Attractant dissolves and activates in water
- Add water - Subtract flies
- Just add water and hang
- Just add water and hang trap
- Easy to use - just add water
- Never touch bait or flies
- Sanitary; never touch the bait or flies
- Lets flies in, but not out
- Flies get in, but not out
- Naturally-occurring ingredients draw flies away from you
- Perfect for lawn, garden, camping and farm use
- Protect your outdoor living space from nuisance and filth flies
- Lure[s] flies away
- Flies find it fast
- Comes with one Fly Trap Insert
- Enhances your surroundings
- Outdoor
- Outdoor use [attractant]
- Need to catch flies indoors? Look for our TrapStik for Flies!

Established in _____, _____ offers traps and attractants for wasps, hornets, yellowjackets, flies, stink bugs, Japanese beetles and more. Look for these products at home improvement centers, hardware stores and lawn and garden retailers throughout the U.S. and beyond. For more information, visit our website at www._____.com.

www._____.com

[Facebook F icon] _____

[twitter bird icon]@_____

© 2021 _____

- Brand logo

Bull Run Fly Attractant (EPA Reg. No. 84565-2)

May 3, 2021 Proposed Master Label Amendment - Changes IMPLEMENTED

Based upon the April 30, 2021 EPA ACCEPTED label. Adds additional outdoor use statements. Updates the copyright year.

Makes minor amendments to the trap assembly directions. Deletes "Enhances your surroundings".

[] Denotes optional text. { } Denotes explanatory text for the reviewer.

{Optional graphics for inclusion on any panel (Tubular Bull Run Fly Trap Insert):}

